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Sustainable Tourism Project

C5 - Crisis Management and Communication Plans – Aqaba & Amman

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ECONOMIC GROWTH THROUGH SUSTAINABLE TOURISM PROJECT

C5 CRISIS MANAGEMENT & COMMUNICATION PLANS

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CRISIS COMMUNICATION INFORMATION AND TEMPLATES FOR ASEZA

The following report contains a series of crisis communication templates to aid in times of crisis. The crisis types were determined based on the responses from the Tourism Crisis Management Workshops held July 14-15, 2014 in Aqaba.

The templates are preceded by a scenario which sets the stage for the response. Several questions should be asked when deciding who the appropriate message is directed towards. Such questions include:

- Does the crisis have internal attention yet?
- Is it a tourism-specific crisis or does it involve other government ministries in the response (i.e., earthquake or terrorism vs. a tourist bus crash)?
- Does it require a response to the media or just to the tourism trade?
- How quickly do you need a message from tourism or a response? Do you have time to collect more information or does the international media need a response immediately?

WAYS TO DETERMINE WHAT TO SAY

There are six things to help you determine what to say. They include:

1. The threat to the destination (1=low, 5=extreme)
2. Crisis history- yes (no =0)
3. Relationship history- yes (no=0)
4. Severity of the crisis (1=low, 5=extreme)
5. Time to react to the crisis (1=lots of time, 5=immediate response needed)
6. Situational control (1=lots of control, 5=no control)

Threat to the destination is measured on a scale of 1-5, with 5 being the greatest threat. Questions such as “What threat does the event have to the tourism economy?” guide this evaluation. If the event can cripple the economy, then the crisis warrants a 5. If it has minimal impact, the crisis evaluation warrants a 1.

The second question to aid in determining what to say is based on the organization’s past history with the event. Does the destination have a history with this type of particular event? Yes=1, No=0

The third question is how did the destination handle the message surrounding the crisis the last time? Well=1 (minimized impact or mitigated further damage), no response or bad response=0. How well or poorly the destination has or is perceived to have handled the crisis. Is there a Velcro effect, meaning that the image negatively affects the destination’s image or damages the destination’s image. Or is there a halo effect, where the image positively affects the destination’s image or improves the destination’s image.

The fourth question is “What is the severity of the crisis in the tourism industry?” On a scale of 1-5, the evaluator measures severity as “1” which is low with few or no tourism victims to “5” where there are many tourism victims.

The fifth question is “how much time do you have to respond?” One (1) means you have time to gather more information and assess the damage to the tourism economy before making a statement to the media. Five (5) means you need to come out with a message quickly before it damages your image further.

Finally, the sixth variable to evaluate the event and determine the direction for the response is whether the tourism industry had control over the situation. One (1) would mean that the destination

had complete control over the situation and five (5) would mean that the destination had no control over the situation.

The final analysis in the evaluation is to assign the points to the table below and tally up the totals. If your totals fall from 1-4, this is not a crisis, from 5-9 is a “crisis watch,” scores from 10-17 would be considered a “crisis warning,” and scores from 19-22 are an “extreme event.” A score of 22 and a crisis which has complete devastation to the destination and surrounding communities would be considered a “catastrophic event.”

	Scale response, 1=yes, 1-5= low to high	Scale response, 1=yes, 1-5= low to high	Scale response, 1=yes, 1- 5= low to high	Scale response, 1=yes, 1-5= low to high	Scale response, 1=yes, 1-5= low to high
Threat to destination (1=low, 5=extreme)	1	2	3	4	5
crisis history yes (no =0)	1	1	1	1	1
relationship history- yes (no=0)	1	1	1	1	1
severity (1=low, 5=extreme)	1	2	3	4	5
time to react (1=lots of time, 5=immediate response need)	1	2	3	4	5
control situational (1=lots of control, 5=no control)	1	2	3	4	5
Total points possible	6	10	14	18	22

The following is based on the resultant score:

- Classification #1: Not a crisis- Do nothing; insignificant and no disruption to destination; no disturbance of visitors; no financial loss; no media or public interest. Engage tourism trade through information sharing.
- Classification #2: Crisis watch- Minor or minimal disruption to destination and visitors; limited or no financial loss; no media coverage or public interest. Gather information and draft press release based on known information. Internal communication with tourism trade. May or may not require response to media.
- Classification #3: Crisis warning- Moderate and short-term disruption to destination and services to visitors; some financial loss (cancellations); limited media reporting. Continue to gather information and move into response phase of crisis. Execute policies for responding immediately and draft response message both internally and externally.
- Classification #4: Extreme event- Major disruption to destination and services to visitors for more than 24 hours; financial losses (cancellations of bookings); anger and frustration on the part of visitors; critical media reports and public criticism of destination. Move quickly into response phase of crisis. Execute policies to implement response tasks. Respond to the event immediately to the media, as well as stakeholders.
- Classification #5: Catastrophic event- Unable to meet visitors’ requirements and provide normal service type and level; severe financial losses; widespread criticism of destination; critical international media reports; mass cancellation of bookings.

WHAT TO INCLUDE IN A PRESS RELEASE

First- what you know

- Details on where the crisis has occurred
- How many tourists were impacted?
- What is the impact on tourism businesses?- open or closed
- Are roads navigable?
- Is the airport open or closed?

Second- message you want to convey to your audience

- We are open for business.
- Tourists are welcome and wanted
- Our destination/hotel/tour/attraction/flights are operating
- Restrictions on services– closed roads, airports, etc.

Third- special instructions for tourists at the site

- Explain what visitors CAN do (i.e., health precautions; register with embassy; take cautions)
- Outline restrictions and limitations
- Explain if areas are restricted
- Explain curfews if implemented- include if tourists must carry passports on them, ready for presentation to authorities if necessary

Fourth- explain what the tourism bureau (Aqaba Tourism) is doing

- Working with specific authorities responsible for the oversight of the crisis
- Working with tourism police to heighten security
- Working with tourism trade to enhance communication of new information

Fifth- where the tourist or media can go for updates regularly

- Website updated
- Twitter = tweets
- Facebook updates
- Include places for feedback from tourists (i.e., pictures, testimonials, etc.)

Sixth- explain who Aqaba Tourism or the Aqaba Tourism Directorate is

- What is the mission statement for Aqaba Tourism

Extras

- Maps of the affected area
- Links to Facebook page
- Links to Twitter account and mention of hashtags

Things to remember when you need a message:

- The first rule of crisis communication is to “Be first. Be right. Be credible.”
- Turn to social media immediately and be first, right, and credible (cite official sources)
- Citizen journalism can be your worst enemy if you say nothing—or say something incorrect

PREVIOUSLY EMPLOYED ADVERTISING THEMES AND MESSAGES (WALTERS AND MAIR, 2010)

Type of Message	Explanation and Message
Business as usual	'Open and ready for business'
Solidarity/empathy	'By visiting now, you are helping us'
Community readiness	To overcome the tourist's concern that they may not be welcome
Confidence restoration	'Still going strong'
Punter testimonial	Message is endorsed by a someone who has visited the region at the time of or soon after the event
Curiosity enhancement	Entice visitation by highlighting the beauty of a regenerating landscape
Promotion of events	Focus on scheduled festivals and events in the affected region
Celebrity endorsement message	Endorsed by a well-known celebrity, communicating all or some of the above themes

Example:

Don't let the media discourage anyone from vacationing in Mississippi. The oil spill is very unfortunate, but life for those who make a living there has not ceased. If you want to really help the residents, vacation, enjoy, and bring back lots of fond memories."

In light of the recent oil spill, the Mississippi Gulf Coast Convention and Visitors Bureau (MGCCVB) announces, "The Mississippi Gulf Coast remains open for business."

Words that create desire

- No Police problems
- No earthquakes
- No major disease problems
- International flight with major airlines
- Adventure and sport opportunities
- Nomadic lifestyle
- No fences
- Authentic horse culture
- Famous history
- Remote- not an overrun tourism destination
- Unspoiled mountains, rivers, lakes, forest, steppes, and desert

Safety & Security Words

- Stable democratic government
- Growing economy
- Helpful, friendly people
- Very low crime rate
- Positive television coverage by Lonely Planet and Survivors
- Enjoyed by celebrities such as...
- Well educated people
- Very welcoming to tourists
- No visa for [designate countries] tourists
- Good food
- Sparse population
- Beautiful wide open countryside
- Western standards of lodging and service available
- Good exchange rate

CRISIS COMMUNICATION TEMPLATE

Scenario: A rocket launches from Egypt and falls in Eilat. No rockets land on Jordanian soil and Aqaba has not experienced any rocket attacks. The media reports that Aqaba is “under attack.” Message is targeted to international media.

CRISIS COMMUNICATION TEMPLATE #1

Headline: False Statement by Media [City/region]—Tourism Update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- On [date] at [time] a rocket landed in a [hotel lobby] in Eilat, Israel. According to [confirmed source], one local has been killed. No direct attacks have occurred in Aqaba.

The Tourism Directorate within ASEZA is working with the local police and the tourism police to continuously monitor the situation. Security has been heightened in the hotels and the tourist areas. Special communications are being provided on the tourism website [<http://www.aqaba.jo/en/home>]. Tourists are encouraged to report any suspicious activities.

“Our first priority is to ensure the safety of our visitors and we are engaged in responding to tourists’ needs at this time” [[name, title, organization and location](#)].

The Tourism Directorate within ASEZA will provide any updates should the situation change. Or if relevant information becomes available. For regular updates, please follow us on Twitter at [[Twitter handle and/or #](#)] for further information.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training in the Aqaba region.

Link to information:

- Map of region showing affected area
- Link to Tourism Aqaba’s website
- Link to Twitter account
- Link to Facebook page

Scenario: A rocket fell on a beach at a Five Star Hotel in Aqaba. [x] number of tourists were killed. Press release can be used for internal communications with tourism trade and for media if necessary.

CRISIS COMMUNICATION TEMPLATE #2

Headline: Tourists Killed by Rocket Attack in Aqaba [City/region]—Tourism Update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- On [date] at [time] a rocket landed at the [name of hotel or tourism site] in [location in Aqaba, Jordan]. [number of tourists] have been killed/injured at the site.

According to [confirmed source], one local has been killed.

The Tourism Directorate within ASEZA is working with the local police and the tourism police to continuously monitor the situation. Security has been heightened in the hotels and the tourist areas. Special communications are being provided on the tourism website [<http://www.aqaba.jo/en/home>].

Tourists are encouraged to report any suspicious activities.

“Our first priority is to ensure the safety of our visitors and we are engaged in responding to tourists’ needs at this time.” [[Feras Ajlouni, Tourism Director, ASEZA, Aqaba, Jordan](#)].

The Tourism Directorate within ASEZA will provide any updates should the situation change. Or if relevant information becomes available. For regular updates, please follow us on Twitter at [[Twitter handle and/or #](#)] for further information.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training, as well as guiding product development in the Aqaba region.

Link to information:

- Map of region showing affected area
- Link to Tourism Aqaba’s website
- Link to Twitter account
- Link to Facebook page

Scenario: Six tourists have been shot and stabbed in the tourist area of downtown Aqaba. Four have died and two are in critical condition at the Princess Hya Hospital. Targeted message for media if international press is covering story.

CRISIS COMMUNICATION TEMPLATE #3

Headline: Criminal Incidents IN [City/region]—Tourism update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- Tourism Authorities in conjunction with Civil authorities are assessing [number of incidents/victims] of criminal activities on [date] in [location, city]. The Tourism Directorate within ASEZA sends [his/her] condolences to the victims and their families of these senseless criminal attacks. The safety of tourists in Aqaba is a top priority with more than 400,000 tourists visiting the region on an annual basis. Safety and security has been heightened in the region. The Directorate, in concert with the local authority, has taken the following actions [specific with the actions taken- added cameras in tourism high traffic areas, added more police in the downtown tourist area, improved signs for tourists].

Updated communications are being provided on the tourism website [http://www.aqaba.jo/en/home]. Regular updates are being provided on Twitter at [Twitter handle and/or #] as information becomes available.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training, as well as guiding product development in the Aqaba region.

Link to information:

- Map of region showing affected area
- Link to Facebook page for Tourism Directorate

Scenario: Confirmed cases of H1N1 affecting tourists. Tourists hospitalized due to illness. This press release can be used both internally and externally if necessary.

CRISIS COMMUNICATION TEMPLATE #4

Headline: H1N1 IN [City/region]—Tourism update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- [\[Number of\]](#) cases of H1N1 (H1N1 flu) have been confirmed by the Ministry of Health in [\[location\]](#) on [\[date\]](#). Health authorities are currently treating those affected. Investigations into the source of the infection indicate that the case had close contact with/exposure to a tourist from [\[location\]](#) in [\[location\]](#) on [\[date\]](#).

The Tourism Directorate within ASEZA is working with the tourism industry and any affected tourists to ensure all precautions for preventing further spread of the disease are met. Special communications are being provided on the tourism website [\[http://www.aqaba.jo/en/home\]](http://www.aqaba.jo/en/home). Regular updates are being provided on Twitter at [\[Twitter handle and/or #\]](#) as information becomes available.

H1N1 (flu) is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness. Serious outcomes of flu infection can result in hospitalization or death. Some people, such as older people, young children, and people with certain health conditions, are at high risk for serious flu complications. The best way to prevent the flu is by getting **vaccinated** each year. Travel to Aqaba is safe. However, precautions are advised. The World Health Organizations recommendations to help prevent the spread of germs and protect against colds, flu, and other illnesses include:

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after use.
- Wash your hands often with soap and water. If soap and water are not available, use an alcohol-based hand rub.
- Avoid touching your eyes, nose, and mouth. Germs spread that way.
- Stay home if you get sick. CDC recommends that you stay home from work or school and limit contact with others to keep from infecting them.

Our first priority is to ensure the safety of our visitors and we are engaged in responding to tourists' needs at this time. The Tourism Directorate within ASEZA will communicate as relevant information becomes available.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training in the Aqaba region.

Link to information:

- Jordan Ministry of Health information page on H1N1
- CDC's page on H1N1 for international travelers

Scenario: Flooding in the area. No tourism businesses destroyed, but operations of tourism businesses might be affected. Internal communication needed for tourism trade. If international media is covering the story, press release can be used for the media.

CRISIS COMMUNICATION TEMPLATE #5

Headline: Flooding IN [City/region]—Tourism update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- Tourism Authorities are assessing the initial impact on the tourism industry following [current] flooding in [location, city].

The Tourism Directorate within ASEZA is working with the tourism industry and any affected tourists. Special communications are being provided on the tourism website [<http://www.aqaba.jo/en/home>]. Regular updates are being provided on Twitter at [[Twitter handle and/or #](#)] as information becomes available.

While some buildings and local infrastructure were affected by the flooding, [%] of the hotels and facilities are fully operational. The closed facilities are expected to open within [#] week(s).

Transportation to and within the city and all utilities are fully functioning. Roads to and within the city are functioning normally. Important tourism facilities were [were not] impacted and are open [closed] for business.

Clean up has started, the floodwaters have started to recede. We expect tourism businesses to be back to normal by [date].

The Tourism Directorate within ASEZA is responsible for tourism marketing and training, as well as guiding product development in the Aqaba region.

Link to information:

- Map of affected area
- Tourism Aqaba websites
- Link to Facebook page for Tourism Aqaba

Scenario: Earthquake in Aqaba. Tourism Director not responsible for actual message about the state of the response or recovery but internal communication to stakeholder groups is necessary. Press release can also go to the media if international media is actively discussing tourism in the area.

CRISIS COMMUNICATION TEMPLATE #6

Headline: Earthquake IN [City/region]—Tourism update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- Working with relief agencies, tourism authorities are assessing the impact on the tourism industry following an earthquake on [date] in [city, region, country]. The Tourism Directorate within ASEZA is working with the authorities in the victims' home countries and special communications are being provided on the tourism website [<http://www.aqaba.jo/en/home>]. Regular updates are being provided on Twitter at [[Twitter handle and/or #](#)] as information becomes available.

The earthquake measured [[size on Richter scale](#)] on the Richter scale and struck at [[local time](#)]. The epicenter of the earthquake is about [#] kilometers [[direction-n/s/e/w](#)] of [[city/area](#)]. Initial accounts by local authorities report [#] fatalities and [#] injuries. [#] of people are reported missing and the victims include [[no tourists/tourists](#)] from [[name of countries](#)]. [#] of tourist facilities were destroyed or [[heavily/slightly](#)] damaged. The airport is currently [[open/temporarily closed](#)] and major highways are [[closed/blocked/running smoothly](#)]. Electricity and water in [[name of tourism facilities in /regions](#)] are [[experiencing a temporary outage/functioning normally](#)]. [[Largest tourist attraction in the area](#)] was [[was not](#)] affected and is [[is not](#)] accessible at this time.

The government is working with relief efforts and [#] rescue workers and relief workers have been mobilized. Temporary shelters are open in [[location](#)]. Specialized shelters for tourists with pets are available in only the [[name](#)] location. Translators are onsite at shelters in [[location](#)].

“We are doing everything possible to support victims through this difficult time,” says [[name, title, organization and location](#)]. “Our first priority is to ensure the safety of our visitors and we are responding as quickly as possible to tourists' needs at this time.”

The Tourism Directorate within ASEZA will provide an update [[time](#)] unless there are significant changes that occur earlier. **OR** We will communicate as relevant information becomes available.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training, as well as guiding product development in the Aqaba region.

Link to information:

- Map of region showing affected area
- U.S. Geological Survey website
- National Oceanic and Atmospheric Administration website

Scenario: A sandstorm is impacting the tourism businesses in Aqaba, Wadi Rum, and Petra (Golden Triangle). Press release can be sent to tourism trade, as well as used for the media if necessary.

CRISIS COMMUNICATION TEMPLATE #7

Headline: Sandstorm IN [City/region]—Tourism update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- Tourism authorities are assessing the initial impact of a sandstorm on [date] in [city, region, country]. Areas surrounding Aqaba which are also affected include [name of city, region, Wadi Rum].

The Tourism Directorate within ASEZA is working with the tourism industry and any tourists whose trip might have been affected by this sandstorm. The sandstorm started in [location] at [local time]. The sandstorm is [#] kilometers away from the tourist destination, businesses, and facilities. [#] of tourist facilities have been impacted; however [x]% remain open and unaffected. Major roads and highways are [blocked/running smoothly]. Petra is not affected and remain accessible at this time.

Our first priority is to ensure the safety of our guests and we are engaged in responding to tourists' needs at this time, says [name, title, organization and location]. Special communications regarding any impacts to tourism businesses will be provided on the tourism website [http://www.aqaba.jo/en/home], as well as on Twitter at [Twitter handle and/or #] as information changes or becomes available.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training in the Aqaba region.

Link to information:

- Map of region showing affected area
- Identification of any closed areas, roads, etc.

Scenario: Terrorist attack on tourist bus to Petra and Wadi Rum. All tourists killed. Press release can be sent to tourism trade, as well as used for international media.

CRISIS COMMUNICATION TEMPLATE #8

Headline: Terrorist Attack IN [City/region]—Tourism update

[Contact name, title, email, phone, and address]

FOR IMMEDIATE RELEASE

[CITY, COUNTRY-DATE]- A terrorist attack by [name terrorist group if known] on [tourism facility] in [city, region, country] at [local time] on [date] has left [#] dead and [#] injured, including [#] nationals and [#] foreigners. [#] were taken to local hospitals with minor to critical injuries. The [name of terrorist organization] is taking responsibility for the attacks.

The Tourism Directorate within ASEZA is working with the tourism industry and any affected tourists. Special communications are being provided on the tourism website [http://www.aqaba.jo/en/home]. Regular updates are being provided on Twitter at [Twitter handle and/or #] as information becomes available.

The following tourist areas have been affected by the attacks [list areas and tourism facilities].

Victims include tourists from the following countries [list of countries]. The Tourism Directorate within ASEZA is in contact with the national authorities of the tourists' home countries.

“We extend our deepest condolences and sympathies to the victims, their families, and all those affected by this attack. We strongly condemn what has happened in [exact location]. We will do everything to keep our visitors safe. All security agencies are on high alert. To date we have [list things that the Tourism Directorate have done—set up shelters, set up extra concierge services in hotels, set up 1-800 number for victims' families to call],” comments [name, title, organization and location].

The Tourism Directorate within ASEZA wishes to encourage all visitors who are in Aqaba and those planning to travel to proceed with their plans as the security forces continue to do their part. We urge all of our visitors to take extra precautions and to comply with security checks.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training in the Aqaba region.

Link to information:

- Map of region showing affected area
- Tourism Aqaba websites
- Facebook page for Tourism Aqaba

Scenario: There is an oil spill in the waters directly along the coast of northern Aqaba. Oil continues to run into the Sea. The crisis is on-going. Oil is appearing on the hotel beaches. Cancellations are happening by the neighboring international tourists. This press release should be for internal communications, as well as may be used with the international media.

CRISIS COMMUNICATION TEMPLATE #9

Headline: Oil Spill in Red Sea [City/region]—Tourism update

[CITY, COUNTRY-DATE]- An oil spill occurred on [\[date & time\]](#) at the South Industrial Zone while unloading [\[tanker name\]](#) and the exchange of ballast water due to equipment malfunction leaked into the Sea. The oil mass is [\[measurement\]](#) and traveling on the surface towards the south beach shoreline.

Prince Hamzah Oil Spill Combat Centre in collaboration with Royal Marine Authority are taking measures to contain it and are assessing the initial impact of the oil spill. According to the Marine Park, all beaches are closed effective immediately and a mandatory evacuation will be enforced. Although Aqaba has NOT seen any oil on the beaches, as a precaution to our visitors, beaches will remain closed until it is safe to swim. We apologize for any inconvenience this may cause. Aqaba Tourism is committed to visitor safety; therefore, the Tourism Directorate in conjunction with the Marine Park are working to speed up recovery.

The Tourism Directorate will update information as it become available. Special communications for tourists and the tourist trade are being provided on the tourism website [\[http://www.aqaba.jo/en/home\]](http://www.aqaba.jo/en/home). Regular updates are being provided on Twitter at [\[Twitter handle and/or #\]](#) as information becomes available.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training in the Aqaba region.

Link to information:

- Map of region showing affected area
- Tourism Aqaba websites
- Face book page for Tourism Aqaba

Scenario: Annual high southern wind (Asazaeb) causes high waves and high tide. To date no deaths have occurred due to the high winds. This message should be targeted internally to the tourism trade, as well as to the media if necessary.

CRISIS COMMUNICATION TEMPLATE #10

Headline: High Tides due to Annual Southern Winds [City/region]—Tourism update

[Contact name, title, email, phone, and address] A very high tide is due to occur starting [date] and continuing over [period]. Early indications are that the waves are due at [time] on [date].

The Disaster Risk Reduction (DRR) at Aqaba Special Economic Zone Authority has assessed the risk of these high tides and would ask that people please stay away from beaches. These high tides are extremely dangerous and can increase risk of drowning and injury.

Property owners at risk of tidal flooding, particularly the hotels that are located on the northern beach are advised to protect their property. Suitable guidance on flood protection measures can be found on the website [DRR's website on disaster preparedness for floods].

The Tourism Directorate will continue to update information. Special communications for tourists and the tourist trade are being provided on the tourism website [<http://www.aqaba.jo/en/home>].

Regular updates are also being provided on Twitter at [Twitter handle and/or #] as information becomes available.

The Tourism Directorate within ASEZA is responsible for tourism marketing and training in the Aqaba region.

Link to information:

- Map of region showing affected area
- Tourism Aqaba websites
- Facebook page for Tourism Aqaba